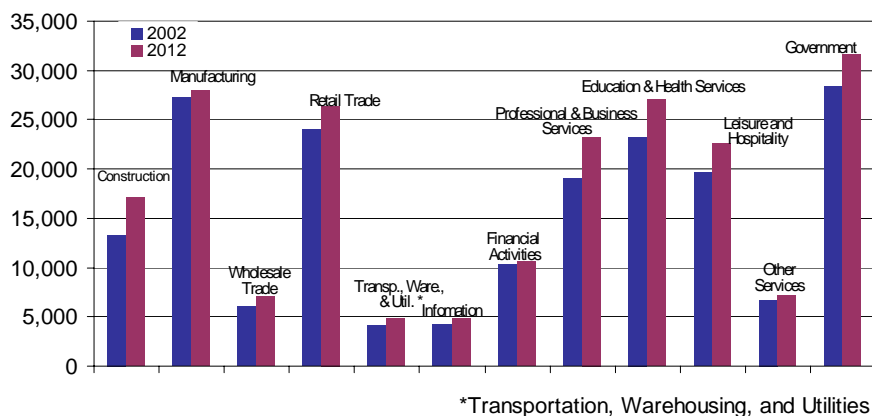


Sonoma County Projection Highlights

Industry

Nonfarm wage and salary employment in Sonoma County is expected to grow nearly 1.3 percent annually between 2002 and 2012. The projected annual growth rate is lower than the 1.8 percent forecasted for California as a whole. Sonoma's employment in 2012 is anticipated to reach almost 211,000, an increase of 24,300 new jobs. Nearly 75 percent of all nonfarm wage and salary jobs are forecasted to occur in Professional and Business Services (18%), Educational and Health Services (16%), Construction (16%), Government (13%), and Leisure and Hospitality (12%).

Below is a graph of the 2002 and projected 2012 employment for the major industry sectors.



Construction is expected to be the fastest growing major industry sector with an annual growth rate of nearly 2.9 percent, slightly lower than the 3 percent forecast for the state. Sonoma County has a higher growth rate than California in Manufacturing, however, due primarily to Sonoma's high projected growth in the Nondurable Goods' Food Manufacturing and Beverage and Tobacco, 1.9 percent annually versus 0.08 percent. Not all is rosy in Sonoma County's Manufacturing industry though as Durable Goods' Computer and Electronic Products Manufacturing is forecasted to decline at more than 3 percent annually compared with a slight overall growth for California (0.14 percent).

Occupations

Occupational projections for the period 2002 to 2012 forecast:

- Over 24,000 new jobs from industry growth,
- Over 45,000 job openings from Net Replacements,
- A combined total of almost 70,000 job openings.

The top 50 occupations with the most job openings will generate almost 57 percent of all job openings in Sonoma County during the 2002-2012 period. These occupations are expected to generate almost 40,000 total job openings. While many of these occupations are typically lower paying, entry level occupations such as Retail Salespersons, Cashiers, Waiters and Waitresses, and Combined Food Preparation and Serving Workers, higher-skilled and higher paying occupations such as Carpenters, Registered Nurses, and Managers are also forecasted to have a substantial number of job openings over the ten-year period.

The 50 fastest growing occupations are all expected to grow at an annual rate of 2 percent or more. Occupations in Construction, Health, Education, Manufacturing, and Computer related fields are scattered throughout the top fifty fastest growing occupations. Almost half of these occupations require education beyond high school and some pay over \$30 per hour.

